

1 of 3

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-TH	5A-6A		:30	\$450.00	10/31-11/01	2	1	2	\$900.00	
		Buyline Comment: NEWS										
	2	W-TH	430A-459A		:30	\$200.00	10/31-11/01	1	1	1	\$200.00	
		Buyline Comment: NEWS										
	3	W-TH	6A-7A		:30	\$700.00	10/31-11/01	2	1	2	\$1,400.00	
		Buyline Comment: NEWS										
	4	W-TH	7A-9A		:30	\$900.00	10/31-11/01	2	1	2	\$1,800.00	
		Buyline Comment: TODAY										
	5	W-TH	11A-12P		:30	\$325.00	10/31-11/01	1	1	1	\$325.00	
		Buyline Comment: RR										
	6	W-TH	12P-1230P		:30	\$425.00	10/31-11/01	1	1	1	\$425.00	
		Buyline Comment: NEWS										
	7	W-TH	3P-4P		:30	\$450.00	10/31-11/01	1	1	1	\$450.00	
		Buyline Comment: PHIL										
	8	W-TH	4P-430P		:30	\$725.00	10/31-11/01	1	1	1	\$725.00	
		Buyline Comment: NEWS										

Station KSNV-TV LAS VEGAS, NV.
Advertiser () .DCCC/HORSFORD
Product HORSFORD/DCCC
Estimate# 2306
Buyer JESSE DEMASTRIE
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 143/149/2306
Flight Dates 10/31/2012 - 11/01/2012
Hiatus Weeks

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	9	W-TH	430P-5P		:30	\$725.00	10/31-11/01	1	1	1	\$725.00	
			Buyline Comment: NEWS									
	10	W-TH	5P-630P		:30	\$1,200.00	10/31-11/01	2	1	2	\$2,400.00	
			Buyline Comment: NEWS									
	11	W-TH	630P-7P		:30	\$1,300.00	10/31-11/01	1	1	1	\$1,300.00	
			Buyline Comment: JEP									
	12	W-TH	7P-730P		:30	\$1,300.00	10/31-11/01	1	1	1	\$1,300.00	
			Buyline Comment: WHEEL									
	13	W-TH	730P-8P		:30	\$900.00	10/31-11/01	1	1	1	\$900.00	
			Buyline Comment: FACE									
	14	W-TH	11P-1135P		:30	\$1,200.00	10/31-11/01	2	1	2	\$2,400.00	
			Buyline Comment: NEWS									
	15	W-TH	1135P-1235A		:30	\$500.00	10/31-11/01	1	1	1	\$500.00	
			Buyline Comment: TON									

---REPORT TOTALS---

Report Totals: 20 / \$15,750.00

---SALES MONTHLY TOTALS---

Nov 12: 20 / \$15,750.00
Sales Totals: 20 / \$15,750.00
Station Totals: 20 / \$15,750.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$56,250	CATV	0%	KBLR	0%	KINC	0%	KLAS	27%	KSNV	28%
		KTNV	20%	KTUD	1%	KVCW	2%	KVMY	2%	KVVU	20%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE